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ORDER

Print Date 09/24/12

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Flight Dates 09/14/12-09/18/12

<u>Contract / Revision</u>	310915 /	Candidate. 09.14-09.18.12 Flight.
<u>Original Date / Revision</u>	09/13/12 09/21/12	<u>Agency Com</u> 15% <u>Billing Contact</u>
<u>Advertiser</u>	Romney / Republican / Presi	138 Conant Street Beverly, MA 01915
<u>Agency</u>	American Rambler Productio	
<u>Buying Contact</u>		<u>Sales Office</u> EWSDC
138 Conant Street Beverly, MA 01915		<u>Sales Region</u> NAT <u>Agency Ref</u>

<u>Order Sep</u>	00:20:00
<u>Product</u>	<u>Estimate #</u> Order #81.
	<u>Alt Order #</u>
	<u>Billing Type</u> Cash
	<u>Order Type</u> GENERAL
	<u>Billing Cycle</u> EOM/EOC
	<u>Billing Calendar</u> BROADCAST
	<u>Demographic</u> A35+
	<u>Rev Codes</u> POL POL CAND
	<u>Product Codes</u> PL
	<u>Priority</u> P-2
	<u>Advertiser Ref</u>

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	55	\$61,731.25	\$72,625.00	0.00	08/27/12	09/18/12	55	\$61,731.25	\$72,625.00
Totals	55	\$61,731.25	\$72,625.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WCPO	09/14/12	09/18/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a		- 1 - 1 --	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rating</u>								
		Week: 09/10/12	09/16/12	-----1--		1	\$600.00	0.00								
		Week: 09/17/12	09/23/12	- 1 -----		1	\$600.00	0.00								
N 2	WCPO	09/14/12	09/18/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a		- 1 - 1 --	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rating</u>								
		Week: 09/10/12	09/16/12	-----1--		1	\$600.00	0.00								
		Week: 09/17/12	09/23/12	- 1 -----		1	\$600.00	0.00								
N 3	WCPO	09/14/12	09/18/12	M-F 9-10a	CM	M-F 9-10a		- 1 - 1 --	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00



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Contract / Revision **310915** Flight Dates **09/14/12-09/18/12**Hiatus Dates

Original Date / Revision 09/13/12/ 09/21/12

Order Sep 00:20:00Advertiser **Romney / Republican / Pre: Product Candidate. 09.14-09.18.12 FEstimate # Order #81.**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
Live with Regis and Kelly																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	09/10/12	09/16/12		-----1--		1	\$400.00			0.00						
Week:	09/17/12	09/23/12		-1-----		1	\$400.00			0.00						
N 4	WCPO	09/14/12	09/18/12	M-F 11a-12p	CM	11a-12p		:30	2	\$600.00	P-2	0.00	NM		2	\$1,200.00
M-F 11a-12p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	09/10/12	09/16/12		-----1--		1	\$600.00			0.00						
Week:	09/17/12	09/23/12		1-----		1	\$600.00			0.00						
N 5	WCPO	09/14/12	09/18/12	M-F 12-1p News	CM	12-1p		:30	2	\$750.00	P-2	0.00	NM		1	\$750.00
M-F 12-1p News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	09/10/12	09/16/12		-----1--		1	\$750.00			0.00						
Week:	09/17/12	09/23/12		1-----		1	\$750.00			0.00						
Spot	Ch	Date Range		Description		Start/End Time				Weekdays	Length	Rate	Rtg	Type		
2	WCPO	09/17/12-09/23/12		M-F 12-1p News		12-1p				M-----	:30	(\$750.00)	0.00	NM		
Credited																
[flight ended. adding to current sched.]																
N 6	WCPO	09/14/12	09/18/12	M-F 3-4p	CM	3-4p		:30	2	\$550.00	P-3	0.00	NM		2	\$1,100.00
3-4pm Katie																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	09/10/12	09/16/12		-----1--		1	\$550.00			0.00						
Week:	09/17/12	09/23/12		-1-----		1	\$550.00			0.00						
N 7	WCPO	09/14/12	09/18/12	M-F 4-5p Ellen	CM	358-5p		:30	5	\$1,500.00	P-2	0.00	NM		5	\$7,500.00
M-F 4-5p Ellen																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	09/10/12	09/16/12		----3--		3	\$1,500.00			0.00						
Week:	09/17/12	09/23/12		11-----		2	\$1,500.00			0.00						
N 8	WCPO	09/14/12	09/18/12	M-F 5-530p News	CM	5-530p		:30	3	\$1,500.00	P-2	0.00	NM		3	\$4,500.00
M-F 5-530p News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	09/10/12	09/16/12		-----1--		1	\$1,500.00			0.00						
Week:	09/17/12	09/23/12		11-----		2	\$1,500.00			0.00						
N 9	WCPO	09/14/12	09/18/12	M-F 530-6p News	CM	528-6p		:30	2	\$1,500.00	P-2	0.00	NM		2	\$3,000.00
M-F 530-6p News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	09/10/12	09/16/12		-----1--		1	\$1,500.00			0.00						
Week:	09/17/12	09/23/12		1-----		1	\$1,500.00			0.00						
N 10	WCPO	09/14/12	09/18/12	M-F 6-630p News	CM	558-630p		:30	2	\$1,500.00	P-2	0.00	NM		2	\$3,000.00
M-F 6-630p News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	09/10/12	09/16/12		-----1--		1	\$1,500.00			0.00						
Week:	09/17/12	09/23/12		1-----		1	\$1,500.00			0.00						
N 11	WCPO	09/14/12	09/18/12	M-SU 11p Late News	CM	11-1135p		:30	4	\$1,500.00	P-2	0.00	NM		4	\$6,000.00
M-SU 11p Late News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	09/10/12	09/16/12		-----2--		2	\$1,500.00			0.00						
Week:	09/17/12	09/23/12		11-----		2	\$1,500.00			0.00						
N 12	WCPO	09/14/12	09/18/12	M-F GMTS 5-6a	CM	5-6a		:30	3	\$225.00	P-2	0.00	NM		3	\$675.00
M-F GMTS 5-6a																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	09/10/12	09/16/12		-----1--		1	\$225.00			0.00						
Week:	09/17/12	09/23/12		11-----		2	\$225.00			0.00						



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Hiatus Dates

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Order Sep 00:20:00

Advertiser Romney / Republican / Pre: Product Candidate. 09.14-09.18.12 FEstimate # Order #81.



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Order Sep 00:20:00

Advertiser Romney / Republican / Pre: Product Candidate. 09.14-09.18.12 FEstimate # Order #81.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Spots	Amount	
N26	WCPO	09/16/12	09/16/12	Sunday Prime B	CM	8-9p	-----S	:30	1	\$3,250.00	P-2	0.00	NM	1	\$3,250.00
				Sunday Prime B											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1	\$3,250.00			0.00					
N27	WCPO	09/16/12	09/16/12	Sunday Prime C	CM	9-10p	-----S	:30	1	\$3,250.00	P-2	0.00	NM	1	\$3,250.00
				Sunday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1	\$3,250.00			0.00					
N28	WCPO	09/16/12	09/16/12	Sunday Prime D	CM	10-11p	-----S	:30	1	\$3,250.00	P-2	0.00	NM	1	\$3,250.00
				Sunday Prime D											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1	\$3,250.00			0.00					
N29	WCPO	09/16/12	09/16/12	M-SU 11p Late News	CM	11-1135p	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				SU 11p Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1	\$1,500.00			0.00					
N30	WCPO	09/14/12	09/18/12	OSU Football	CM	1158a-1130p	-----S-	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
				OSU Football											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1	\$8,000.00			0.00					
		Week: 09/17/12	09/23/12	-----		0	\$0.00			0.00					
N31	WCPO	09/14/12	09/18/12	ABC College Football -g@M	CM	258-7p	-----S-	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
				ABC College Football gan											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1	\$3,500.00			0.00					
		Week: 09/17/12	09/23/12	-----		0	\$0.00			0.00					
N32	WCPO	09/14/12	09/18/12	M-F 12-1p News	CM	12-1p	MT--F--	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				M-F 12-1p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----		0	\$0.00			0.00					
		Week: 09/17/12	09/23/12	MT----		1	\$750.00			0.00					
N33	WCPO	09/14/12	09/18/12	M-F 730-8p	CM	728-8p	MT--F--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
				M-F 730-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----		0	\$0.00			0.00					
		Week: 09/17/12	09/23/12	MT----		2	\$600.00			0.00					
N34	WCPO	09/14/12	09/18/12	Monday Prime Special	CM	8-11p	M-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
				Monday Prime Special											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----		0	\$0.00			0.00					
		Week: 09/17/12	09/23/12	M-----		1	\$2,500.00			0.00					
N35	WCPO	09/14/12	09/18/12	SA 6-7am	CM	6-7a	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
				SA 6-7am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1	\$250.00			0.00					
		Week: 09/17/12	09/23/12	-----		0	\$0.00			0.00					
N36	WCPO	09/14/12	09/18/12	SU 5-6am	CM	5-6a	-----S	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
				SU 5-6am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1	\$100.00			0.00					
		Week: 09/17/12	09/23/12	-----		0	\$0.00			0.00					
N37	WCPO	09/14/12	09/18/12	CM	7-8a	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00	



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Order Sep 00:20:00

Advertiser Romney / Republican / Pre: Product Candidate. 09.14-09.18.12 FEstimate # Order #81.

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
				SU GMA 7-8a											
				SU GMA 7-8a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		1	\$300.00		0.00						
		Week: 09/17/12	09/23/12	-----		0	\$0.00		0.00						
														Totals	55 \$72,625.00